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**IQRA NATIONAL UNIVERSITY**

**BUSINESS ADMINISTRATION DEPARTMENT**

**Mid-Term Exam (Fall Semester 2020) Course Title: Principles of Marketing**

**Instructor: Tania Mateen Total Marks: 30**

**Time Allowed: 3-hours**

**Instructions for Online Exam**

* **Students must complete the paper within 3 hours.**
* **The student may not use his or her textbook, course notes, Google, or receive help from any other source for copy/paste purposes.**
* **Paper containing more than 18% of plagiarized content will not be marked.**
* **Copied answers will not be considered for checking/marking.**
* **Plagiarized papers will be forwarded to UFM (Unfair Means) committee for further disciplinary action.**
* **Students may not share their answers with their classmates.**
* **The answer paper must not contain questions. Students may begin without copying the question.**

**Attempt all questions.**

* 1. **(a)** What is the difference between wants and needs? Explain with two examples.

**(b)** Many critics of Marketing claim that the discipline of Marketing causes a situation where consumers want more products than they need. These critics believe that marketers cause people to want and then buy products that are not really in their best interest to buy. Marketers would say that they provide information to consumers in ways that appeal to those consumers and that any needs or wants of customers are social or other needs that are always there but just have not been tapped into. How do you feel about this situation? Take a stand - either as a critic of Marketing or as a supporter of Marketing. Describe why you have taken that stand.

1. **(a)** Define marketing.

**(b)** How the changing roles of women have reflected in Pakistani marketing? Give an example.

1. Specify some external macro-environmental forces affecting the marketing program of ‘McDonalds’ in Pakistan.